ORDER

Orders

Order / Rev:

104859

Alt Order #:

06837381

Product Desc:

BERKLEY FOR SENATE

Estimate:

Flight Dates:

07/30/12 - 08/06/12

Original Date / Rev:

07/27/12 / 08/03/12

1831 Chestnut St.

Philadelphia, PA 19103

Order Type:

GENERAL



KSNV

Primary AE;

Amy McCreary

Sales Office:

Sales Region:

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

Cash

Billing Type: Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

00:05:00

Agency Commission:

15%

Advertiser

Name:

Priority:

Demographic:

Product Codes:

Revenue Codes:

Berkley Shelley for Senate

A35+

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 07/30/12 08/06/12 21 \$21,725.00

Totals

\$18,466.25

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	21	\$21,725.00	\$18,466.25	0.00
Totale	21	\$21 725 00	\$18.466.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	36%	\$21,725.00
Market	100%	\$60,347.22

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$18,104.17
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$9,052.08
KTUD	1%	\$603.47
KVVU	15%	\$9,052.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$1,810.42

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
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		NEWS												
		<u>Sta</u>	rt Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 07/	30/12 (08/05/12	M	1	\$700.00	0.00						

Print Date: 08/03/12 14:15:33

Page 2 of 2

Order / Rev: **

104859

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06837381

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates: 07/30/12 - 08/06/12 Estimate:

30S

M-F Jepardy Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Start Date Star	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
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Start Date Sta				-				:30	5	\$1,000.001	0.00 NM	5	\$5,000.00
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Late News during Olympics NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 MTW-F 4 \$1,000.00 0.00 E 10 KSNV 08/04/12 08/04/12 SIGN ON-SIGN OFF CM 5a-459aS- :30 1 \$625.001 0.00 NM 1 \$625.00 ROS (5:00 AM-6:00 AM) SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12S- 1 \$625.00 0.00	Star												
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